



Mayoral Directive 2018-02: Community Planning & Economic Development

A Mayoral Directive charging City staff, under the leadership of the Deputy Mayor and the Community Planning and Economic Development team, to reestablish and strengthen the City's partnerships with its existing businesses, nonprofit organizations, schools, and community members in order to grow an innovative and sustainable economy, develop new, high-quality employment opportunities, distinguish ourselves and our assets in the Puget Sound region, and help align our education system with current and future jobs.

Everett has many assets to build from and many opportunities to pursue in order to strengthen and diversity our economy and attract new residents and businesses:

Everett is Snohomish County's only metropolitan city, a regional job center, and home to numerous regional, state and national economic assets such as The Boeing Company and associated aerospace suppliers, the Port of Everett, Naval Station Everett, Everett Station, Everett Community College and Washington State University Everett, and Providence Regional Medical Center Everett.

Everett's population is expected to grow at an unprecedented rate, adding another 60,000 people in the next 18 years. Our median household income is \$49,578, about \$25,000 less than Snohomish County as a whole. Our homeownership rate is about 44%, compared to 65% in the County as a whole.

NOW, THEREFORE, I, Cassie Franklin, Mayor of Everett, hereby direct City staff to pursue the following five initiatives:

Initiative 1. Establish an Office of Communications and Marketing to develop and manage City-wide branding and marketing campaigns, including tourism and business recruitment.

- A. By June 1, 2018, conduct a comprehensive assessment of the City's brand to identify current gaps and opportunities to better position the City regionally and nationally
- B. By Sept. 1, 2018, develop comprehensive communications and marketing plans to promote Everett to new residents, visitors and businesses.
- C. On an ongoing basis, partner with new and existing organizations and event promoters to create awareness about events in Everett and to enhance the visitor experience for event attendees.
- D. On an ongoing basis, partner with the Community Planning and Economic Development team to develop targeted business recruitment and retention campaign(s) in partnership with existing economic development organizations.

*Mayoral Directive 2018-02
Issued Jan. 24, 2018*

Initiative 2. Establish an Office of Community Planning and Economic Development to better align the City resources and more effectively achieve Everett's short-and long-term economic development priorities, including the recruitment of new businesses and the retention of existing businesses.

Short- and mid-term priorities, through Dec. 31, 2018:

- Develop new or accelerate existing efforts to attract and develop more start-ups and entrepreneurs in the City, especially around key economic assets.
- Strengthen regional coordination efforts to improve our global competitiveness alongside our partner cities, counties, and private sector allies in the Puget Sound region.
- Develop a plan to leverage commercial air service at Paine Field and drive additional private investment, employment and tax revenues into the city.
- Develop and implement a plan to activate key industrial and commercial properties throughout the city to attract new jobs and investment.
- Collaborate with our partners to ensure that Boeing's new mid-market airplane is designed, produced and assembled in Everett.

Assess current opportunities in key areas and develop strategic plans for long-term priorities:

- Transportation and other critical infrastructure needs
- Full spectrum of education/workforce training, preschool through college
- A comprehensive housing affordability strategy

Initiative 3. Establish an economic development advisory committee of local business leaders and City Council representatives to work closely with the Office of Community Planning and Economic Development on economic development initiatives and emerging opportunities.

The economic development advisory committee will provide an avenue for two-way communication between City staff and local business leaders from all sectors. The committee will advise the Office of Community Planning and Economic Development in prioritizing resources related to community and economic development activities, identifying business growth opportunities, recruiting new businesses and industries, and revitalizing the City's downtown core. Two seats on the committee will be reserved for City councilmembers.

- A. By March 15, 2018, City staff will solicit business leaders to participate in the economic development advisory committee.
- B. By May 1, 2018, 18 business leaders will be identified to participate as members of the economic development advisory committee.
- C. By June 1, 2018, the committee will have convened for at least one meeting and will have established a regular meeting schedule, goals and objectives for the group.

Initiative 4. Finalize and implement the Metro Everett plan to encourage development downtown and near Angel of the Winds Arena and Everett Station

The Metro Everett plan outlines innovative strategies and incentives that, with the City Council's approval, the City will implement to encourage and guide future growth in the city's metropolitan center. Strategies in the plan include:

- Adding 1,000 units of market-rate housing using developer incentives, such as the multifamily tax exemption, reduced impact fees and utility connection fees.
- Addressing blighted and vacant properties to improve the appearance and safety of our metropolitan core using new and existing tools, such as the Community Renewal Act
- Encouraging more employment by reducing the new job tax credit threshold from 50 new employees to 10 new employees in the Metro Everett area
- Developing safe, inviting paths from Everett Station to Angel of the Winds Arena to encourage residents and visitors to walk between the transit station and arena, better connecting these destinations
- Using "placemaking" to activate key areas to draw residential and retail activity and create places that encourage community congregation; possible places include a street-end park at the west end of Hewitt or partnering with a community organization for a new evening farmer's market at Everett Station

City staff will work with the City Council and community to finalize the Metro Everett plan. Pending Council's approval of the plan and its various components, the Office of Community Planning and Economic Development staff will

- A. By 30 days after City Council adoption of the Metro Everett Subarea Plan, develop a plan and timeline for implementing the strategies and incentives and communicate changes to existing business owners.
- B. By 60 days after City Council adoption of the Metro Everett Subarea Plan, work with the Communications and Marketing team to develop business recruitment plans for the Metro Everett area.
- C. On an ongoing basis, provide updates to and solicit feedback from key business groups in the Metro Everett area, including the Everett Station District Alliance and Downtown Everett Association, as well as the economic development advisory committee.

Initiative 5. Develop strategic plans for business growth and expansion for key corridors/districts, including Broadway/College District, Paine Field, Evergreen Way, the Everett Mall, and Metro Everett.

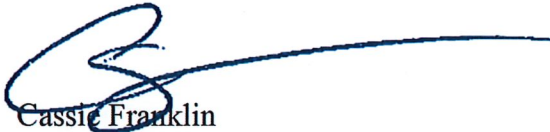
By Feb. 1, 2019, develop plans for key business corridors/districts that include short- and long-term strategies, such as:

- Immediately expand current blight assessment efforts being implemented in the Metro Everett area
- Use the incentives and programs developed through the Metro Everett process to revitalize other parts of the community
- Simplify regulations throughout community to incentive and streamline the development process (for instance, the Metro Everett plan reduces zones from 12 to 3 in the 1-sq-mile Metro Everett area)
- Promote and recruit transit-oriented development near bus and light-rail stations

- Facilitate coordination and communication among stakeholders in key corridors/neighborhoods

Inquiries regarding this Mayoral Directive should be directed to Meghan Pembroke of the Everett Mayor's Office.

Dated this 24th day of January, 2018.

A handwritten signature in blue ink, appearing to be 'Cassie Franklin', with a long horizontal line extending to the right.

Cassie Franklin
Mayor, City of Everett